

NEW HAMPSHIRE STATE LIQUOR COMMISSION
AGENDA
March 25, 2009

I) ACCEPTANCE OF MINUTES FROM THE MARCH 4 AND MARCH 11, 2009 NH STATE LIQUOR COMMISSION MEETING (No Meeting March 18, 2009)

II) ADMINISTRATIVE SERVICES REPORTS

- 1) Administrative Issues – The Commission Meeting of April 1 has been changed to 2:30 PM.
- 2) Financial Report
- 3) IT Report
- 4) Human Resources Report

III) MARKETING AND SALES REPORT

- 1) Store Operations
 - a. Reduction of Sunday Stores Open for Business
 - b. One (1) Disciplinary Action for Executive Session
 - c. Store Staffing Recommendation for Executive Session
- 2) Merchandising Report
 - A. Purchasing
 - B. Warehouse - Distribution of Out-of-Stock Warehouse Report
 - C. Spirits
 - a. One Time Buy Requests
 1. Two (2) from Martignetti Company
 2. Two (2) from Perfecta Wine Company
 3. One (1) from Southern Wine & Spirits
 - b. Test Market Request
 1. Six (6) from Southern Wine & Spirits
 - c. Test Market Result
 - d. Line Extension Requests
 1. Three (3) from Martignetti Company
 2. Two (2) from Southern Wine & Spirits
 3. Two (2) from Horizon Beverage
 - e. May Special Offers
 1. MS Walker
 2. Executive Wine & Spirits
 3. Horizon Beverage Company
 4. Martignetti Companies of NH
 5. Perfecta Wine Company
 6. Pine State Trading Company
 7. Southern Wine & Spirits
 - f. Full Distribution Request, Martignetti Company
 - g. Memorial Day Sale Special
 - h. Depletion Allowance Schedule

- D. Wines
 - a. Test Market Request
 - 1. Due Torri Pinot Grigio and Pinot Noir
 - 2. Nevada County and Orleans Hill, Organics
 - b. Test Market Results – Expand Distribution
 - c. Special Offer – Alice White
 - d. Specialty Buy In – Juniper Crossing
 - e. June 2009 E-Mail Alert Coupon
 - f. Close Outs – Perfecta Wine Company
 - g. Recommended Wines for Distribution to Selected Stores
 - h. May 2009 Commission Sponsored Coupon for NH Magazine
 - i. Store 49 Grand Re-Opening Sale
 - j. Memorial Day Sale Special Offers
 - k. May Special Offers
 - 1. Executive Wine & Spirits
 - 2. Horizon Beverage Company
 - 3. Martignetti
 - 4. MS Walker
 - 5. RP Imports
 - 6. Charles Saunders
 - 7. Southern Wine & Spirits
 - 8. Charles Zoulias
 - l. Pine State FAT Bastard Racing 2009 Sweepstakes for April thru June 2009
 - m. *Informational Only* – four month Data on “Wine for dummies” pilot display program
 - n. Store Tasting – *Information Only*
 - 1. Six (6) for Southern Wine & Spirits
 - 2. Martignetti
 - 3. Horizon’s
 - 4. R.P. Imports’
 - o. Primary Source Recommendations (3/17/09)
Exclusive – 4, Imported – 12
 - p. Primary Source Recommendations (3/23/09)
Exclusive – 20, Imported - 22

IV) ENFORCEMENT & LICENSING REPORT

V) CHAIRMAN’S REPORT & LATE ITEMS

- A. Bailment Requests
- B. Coupon Approvals
- C. Late Items/Other

VI) EXECUTIVE SESSION